



Loftware Alliance Partner Program

for Printer Manufacturers






The program provides structure, vision and strategy for implementing labeling solutions and integrating label printers, coding, marking and other devices with cloud and on-premise business applications.

What is the Loftware Alliance Partner Program?

The Loftware Alliance Partner Program is a partnership program with Printer Manufacturers, Software Developers (ISVs), System Integrators, and Technology Providers.

The program provides structure, vision and strategy for implementing labeling solutions and integrating label printers, coding, marking and other devices with cloud and on-premise business applications. It provides market leadership for labeling best practices. It creates a network of Partners who thrive by building solutions on the same powerful platform.



Who benefits from the Loftware Alliance Partner Program?

All providers in the supply chain benefit from a partnership with Loftware. Loftware simplifies the process for printing labels in the warehouse and on the production line. Loftware manages the printing of all supply chain documents in the logistics center. Loftware enables codes and messages on products and packaging on the production line. In one software platform customers manage all supply chain printing.

That's great for printer manufacturers, because Loftware helps to integrate printers into any business system. It's great for ISVs, because Loftware manages all supply chain printing out of their solution. And it's great for System Integrators, who thrive by implementing Loftware-based labeling solutions.

And it's great for customers, who enjoy a total labeling solution.

What is in it for Loftware Alliance Partners?

In partnership with Alliance Partners, Loftware works collaboratively to bring unique solutions to the market. These solutions distinguish our Partners from competitors. They provide so many options for our Partners to add more value. They create recurring revenue opportunities.

Loftware Alliance Partners give their users **maximum ROI** and a **great customer experience**. We cover all print technologies. We streamline printer connectivity. We enable manufacturers to connect ISVs' applications to their printers and securely connect their printers to the Cloud.

Loftware Alliance Partners generate subscription-based recurring revenue with Loftware Cloud. And they generate professional services revenue. And if they're in the hardware business, they sell many more devices – thanks to the outstanding out-of-the-box experience their customers enjoy – thanks to Loftware.

What is Loftware's vision for the connected supply chain?

Without the barcode, the supply chain fails. With Loftware, there is always the barcode. Without Loftware, the supply chain is disconnected. With Loftware, you enter the connected supply chain. Loftware brings together the members of a supply chain in a collaborative compliance program that ensures the right label gets printed for the right product, which arrives on time at the right place. No errors, no recalls, no mistakes.

Join Loftware's Alliance Partner Program and enter the connected supply chain.

Loftware Global Alliance Program for Printer Manufacturers

The Loftware Global Alliance Program for printer manufacturers provides structure, vision and strategy for implementing labeling solutions and integrating label printers, coding, marking and other devices with cloud and on-premise business applications.

We add the power of the leading software platform to your printers. Loftware is specified by 1000's of end users worldwide; and since we drive your printers, you have the license to go and sell your printers. Everywhere Loftware is, you can be, too.

How does our Alliance Partner Program work?

Together, we develop optimized drivers for your printers based on mutually agreed specifications.

We implement a sustaining engineering program for ongoing driver development, enhancements and updates. We collaborate to optimize the performance of native driver features. We build Cloud Connectivity for IOT printing with you.

From technology, we build business together

Our mutual goal is to generate high-quality leads for end user sales opportunities and partner recruitment. We enable your sales engineers and salespeople with fully equipped Loftware Cloud printer demo resources. We partner with you in sales and marketing programs.

Convergence, the labeling industry conference

Alliance Partners sponsor Convergence to network with labeling decision makers. These supply chain executives represent leading Enterprise companies in Life Sciences, Food and Beverage, Chemical, Manufacturing, Consumer Packaged Goods and 3rd Party Logistics.



Product roadmap and long-term vision

Periodic engineering sprints and check-ins, product management and developers' conferences

- Jointly planned release cycles under launch programs.
- Co-hosted councils with channel partners and end users.
- Co-managed user communities, public relations exercises and marketing campaigns.
- Regional sales team alignment to share leads and project manage opportunities collaboratively.

Loftware Printer Drivers

5000+ Windows printer drivers:

We develop Microsoft-certified, next generation drivers for speciality printers, that allow customers to drive any printer with native printer support from the Loftware platform.

Label printers:


Native printer support incorporates Unicode fonts including RTL support, printer resident fonts, printer resident barcodes, printer resident lines and boxes, printer counters, and a real-time printer clock.

Direct marking printers:

Support for all direct marking technologies (CIJ, TIJ, DOD, TTO, LPA, Laser, etc.) for printing at primary, secondary and tertiary level.

Color label printers:

Our drivers natively support inkjet and thermal transfer color label printers. Color separation is supported for thermal transfer dual ribbon printers. We also support other color printers including laser, via OEM Windows drivers.



Label Management Systems for companies of all sizes

- **Available in the cloud, on-premise and hybrid**

Next generation platform for companies who drive labeling for three to thousands of printers.

- **Label Design**

We make it fast and easy to design complex barcode and RFID labels.

- **Integration**

Our strategy is to work out of the box with most ERP, MES and WMS solutions.

- **Label Management:**

We provide a digital audit trail by automatically tracking and controlling label changes and all print history.

- **Mobile connectivity**

For printing from any Android, iOS or Windows device to any cloud connected printer without the need for any on-premise software.

- **Solution Certification**

We thoroughly test and certify our printer drivers with Alliance Partner hardware. End users are confident in the performance of our joint solution.

- **Cloud-connected printing**

Enables connectivity between specialty printers, cloud business applications and mobile computers with no need for custom connectors and no need to install any software on premise. This zero-footprint approach means no print servers, no proxies, no VPNs, and on-premise Windows drivers.

- **RFID integration**

We make it easy to encode RFID labels and to log data such as the Tag ID.

Technology Benefits

Topic	Requirements of Loftware
Development and maintenance of business connectors and Microsoft certified Windows drivers	Includes: <ul style="list-style-type: none">■ Scoping session and documentation■ Specification workshops, documentation and proposal■ Software development program■ Test and approval program■ Distribution rights for Alliance Partner to distribute the connectors or Windows printer drivers
Windows printer drivers annual maintenance contract for printer manufacturers	Annual subscription includes: <ul style="list-style-type: none">■ Windows printer driver maintenance and updating new printer models.■ Access to lead driver development engineer■ Technical consulting up to an agreed upon number of hours■ Technical support
Loftware cloud connected printer standard for printer manufacturers	Make your printers cloud-connected: <ul style="list-style-type: none">■ License to implement Loftware Cloud Printing Protocol in your printer firmware■ Access to Loftware Cloud Print Service■ Includes:<ul style="list-style-type: none">■ Full documentation and consulting to support your firmware development■ Software configuration for your printer models inside Loftware Cloud
Microsoft WHQL certification	Microsoft certification for Windows Printer Drivers for customer assurance and for solution validation

Sales and Marketing Benefits

Co-branded Loftware software	Includes: <ul style="list-style-type: none">■ Scoping session and documentation■ Specification workshops, documentation and proposal■ Test and approval program■ Rights for printer manufacturer to distribute the drivers
Loftware Cloud demo account	Access to a shared account to design and demonstrate label printing
Co-branded Loftware free designer software	Seeds the market by starting end users with label design and printing to your printers
Access to Loftware Partner Academy	Interactive, online, hands-on product and technical training
Co-marketing campaigns to channel partners	Channel partner webinar Co-branded leave-behind brochure Software program for your channel partners (includes training, enablement and access to product and resources)
Loftware Digital Partner Program	Easy-access web-based promotion program Your branded driver download page on Loftware.com Lead generation on Loftware.com via DPP



No matter what the challenge – digital transformation, time to market, or brand authenticity – Loftware can help you make your mark. We understand how global supply chains work and know that each item you produce, and ship is an expression of your company's brand. We can help you improve accuracy, traceability, and compliance while improving the quality, speed, and efficiency of your labeling. Our end-to-end cloud-based labeling platform helps businesses of all sizes manage labeling across their operations and supply chain and our solutions are used to print over 51 billion labels every year. Loftware also fosters supply chain agility and supports evolving customer and regulatory requirements, helping companies save over \$200 million in fines annually. And with over 500 industry experts and 1,000 global partners, Loftware maintains a global presence with offices in the US, UK, Germany, Slovenia, China, and Singapore making us a trusted partner for companies in automotive, chemicals, clinical trials, consumer products, electronics, food & beverage, manufacturing, medical device, pharmaceuticals, retail/apparel and more.

For more information, please visit www.loftware.com.